

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Avi Moskowitz et al.	Art Unit	: 2179
Serial No.	: 10/721,045	Examiner	: Eric A. Wiener
Filed	: November 21, 2003	Conf. No.	: 5043
Title	: PERSONALIZED, CUSTOMIZED ACHIEVEMENT RECOGNITION ITEMS		

MAIL STOP AF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF AUGUST 16, 2007

Please amend the above-identified application as follows: